

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-66 (GP-238-00-US)**

Applicants: **Sumit AGARWAL, et al.**

Serial No.: **10/813,925**

Confirmation No.: **5061**

Filing Date: **March 31, 2004**

Title: **DETERMINING AD TARGETING INFORMATION AND/OR AD CREATIVE
INFORMATION USING PAST SEARCH QUERIES**

Examiner: **Yehdega Retta**

Group Art Unit: **3622**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully requests that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

Reference AY is a Decision of Trial Dismissal from the Korean Patent Office in counterpart Korean Patent Application No. 10-2006-7022755. A copy of that Decision of Trial Dismissal, as well as a partial translation thereof, is provided. Note that Korean Patent Application Publication Nos.

2001-86259, 2003-89025 and 2004-26167 cited in reference AY are already of record as references AL-AN, respectively.

The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Since this Information Disclosure Statement ("IDS") is being filed before receipt (and assumed mailing) of a first Office Action after the filing of a Request for Continued Examination ("RCE"), it should be considered under 37 C.F.R. § 1.97(b)(4). If, however, an Office Action on the merits has been mailed after the filing of the RCE and before the filing date of this Information Disclosure Statement, then this IDS should be considered under 37 C.F.R. § 1.97(c)(1). A statement under 37 C.F.R. § 1.97(e)(1) is provided.

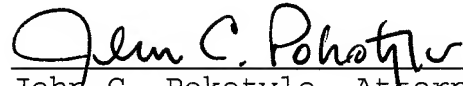
Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

December 30, 2010

A handwritten signature in black ink, reading "John C. Pokotylo", written over a horizontal line.

John C. Pokotylo, Attorney

Reg. No. 36,242

Customer No. 26479

(732) 936-1400

STRAUB & POKOTYLO
788 Shrewsbury Ave.
Tinton Falls, NJ 07724